



ATF TYPOGRAPHIC ACCESSORIES

SPECIMEN CATALOG AND PRICE LIST

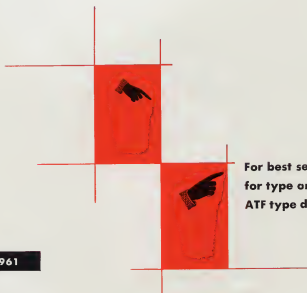


**ORNAMENTS
AUXILIARY FONTS
HANDYPACKS
INITIALS
MONOGRAMS
ETC.**





Ornaments and Typographic Accessories...



**For best service, send your orders
for type and accessories to the
ATF type dealer in your area**

JUNE 1961

do away with expensive art work, eliminate the necessity of having electras made . . . and what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

ATF Typographic Accessories are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

All accessories shown in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

*All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated. However, any character or design in this catalog may be purchased as sorts, in a minimum quantity of one 6" line per character. Prices for sorts are shown in our Handy Type Index.



***All prices are subject to change without notice**

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Troyer Zodions *Complete fonts shown*

36 pt. . . . \$4.15



48 pt. . . . \$4.90



Typecast Antiques *Figure under each unit shows how many of each a font contains*

36 pt. . . . \$4.15



42 pt. . . . \$2.75



48 pt. . . . \$4.90



60 pt. . . . \$3.40



Troy Ornaments Figure under each unit shows how many of each a font contains

36 pt. No. 3601
\$4.15



36 pt. No. 3602
\$4.15



36 pt. No. 3603
\$4.15



36 pt. No. 3604
\$4.15



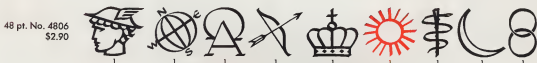
48 pt. No. 4801
\$2.90



48 pt. No. 4802
\$2.90



Troyer Ornaments (continued) Figure under each unit shows how many of each a font contains



Mr. and Mrs. Thomas A. Crown
are happy to announce the birth of
Mary Elizabeth
at 9 o'clock a.m. on February 10, 1955



MERRY CHRISTMAS

Troyer Christmas Ornaments

2401
24 pt. . . . \$4.45



3606
36 pt. . . . \$4.15



3607
36 pt. . . . \$4.15



4810
48 pt. . . . \$2.90



4811
48 pt. . . . \$2.90



4812
48 pt. . . . \$2.90



4813
48 pt. . . . \$2.90



Christmas Ornaments (See also Handypacks Nos. 60, 61, 63 and Trayer Ornaments)

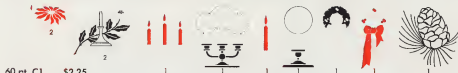
Figure under each unit shows how many of each a font contains



36 pt. A1 . . . \$2.75



48 pt. B1 . . . \$1.95



60 pt. C1 . . . \$2.25



72 pt. D1 . . . \$2.45



72 pt. E1 . . . \$2.45



72 pt. F1 . . . \$2.45



84 pt. G1 . . . \$2.75



Cameo Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. . . . \$2.20



36 pt. . . . \$2.75



48 pt. . . . \$1.95



60 pt. . . . \$2.25



72 pt. . . . \$2.45



Bradley Combination Ornaments *Figure under each unit shows how many of each a font contains*

24 pt. . . . \$4.85



Armed Forces Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. A . . . \$2.20



36 pt. B . . . \$2.75



36 pt. C . . . \$2.75



F. D. I. C. Emblems *Figure under each unit shows how many of each a font contains*

Assortment \$4.60



Arrow Indicators *Figure under each unit shows how many of each a font contains*

12 pt. . . . \$1.60

18 pt. . . . \$1.95

24 pt. . . . \$2.20

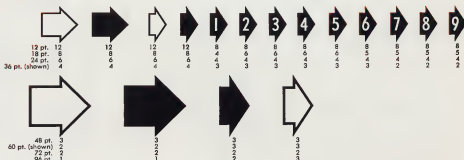
36 pt. . . . \$2.75

48 pt. . . . \$1.95

60 pt. . . . \$2.25

72 pt. . . . \$2.45

96 pt. . . . \$3.00



Combination Arrows *Complete font shown*

12 pt. . . . \$2.65




ALPHA-BLOX

(Linear and reverse)



What are Alpha-Blox?



Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's.

Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance

two each of these three precision cast units  can be made up quickly into the letter 

Substituting a few elements  affords a new range of designs.

The two styles made, linear  and reverse , are cut to register.

They may also be used this way  or in two colors . Available in 12, 24 and 36 pt.

12 PT. USED IN ABOVE EXAMPLE

CHARACTERS IN COMPLETE FONTS:

Linear

QUANTITY
IN FONT

12 pt	90	22	90	40	20	100	10	16	14
24 pt	44	14	30	24	12	54	6	12	10
36 pt	32	10	24	16	8	40	4	10	8

Reverse

QUANTITY
IN FONT

12 pt	100	20	46	36	18	120	10	18	16	10
24 pt	44	14	30	24	12	54	6	12	10	8
36 pt	32	10	24	16	8	40	4	8	8	4

Prices per font: LINEAR: 12 pt. . . . \$ 8.65 24 pt. . . . \$14.55 36 pt. . . . \$19.40 REVERSE: 12 pt. . . . \$10.70 24 pt. . . . \$17.50 36 pt. . . . \$24.25

RUTHERFORD
RIGGS

STAR

United States Flag Typecuts

Figure under each unit shows how many of each a font contains

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.



12 pt. . . . \$2.65



18 pt. . . . \$2.60



24 pt. . . . \$3.00



36 pt. . . . \$3.75



72 pt. . . . \$2.45



48 pt. . . . \$1.95



60 pt. . . . \$2.25



120 pt. . . . \$3.60



96 pt. . . . \$2.85



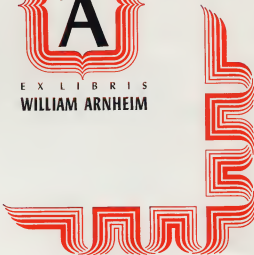


Ombree Ornaments

Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



Complete font \$6.15 • Figure under each unit shows how many of each a font contains



Mortised Typecast Circles

Figure at left and right of size shows how many of each a font contains

48 pt. . . . \$ 4.40
60 pt. . . . \$ 5.15
72 pt. . . . \$ 5.45
84 pt. . . . \$ 6.25
96 pt. . . . \$ 6.75
108 pt. . . . \$ 8.85
120 pt. . . . \$10.25



4	48 pt.	5
3	60 pt.	4
3	72 pt.	3
2	84 pt.	3
2	96 pt.	2
2	108 pt.	2
1	120 pt.	2

84 pt. shown



All
circles
are mortised
as shown
here

Spartan Heavy Calendar Figures

December						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

12 pt. Monthly Calendar

Each font contains dates-of-the-month logotypes from 1 to 31 and double-line logotypes 23/30 and 24/31. Days-of-the-week logotypes and spacing blanks are also provided.

12 pt. . . . \$ 2.20
18 pt. . . . \$ 5.20
24 pt. . . . \$ 6.55
36 pt. . . . \$12.35
48 pt. . . . \$20.75

1	2	3	4	5	6	7	23	24	31
14	15	16	17	18	19				
22	23	24	25						
26	27	28	29						

Cheltenham Perpetual Calendars

6 pt. No. 601 \$1.45
6 pt. No. 602 \$1.45
8 pt. No. 801 \$1.55
8 pt. No. 802 \$1.95
10 pt. No. 1001 \$1.95
10 pt. No. 1002 \$1.95
12 pt. No. 1201 \$2.10
12 pt. No. 1202 \$2.65
18 pt. No. 1801 \$1.95
18 pt. No. 1802 \$2.60

1955 JUNE 1955						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4			
7	8	9	10	11		
14	15	16	17	18		
22	23	24	25			
28	29	30				

12 pt. No. 1202

1960 JANUARY 1960						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

18 pt. No. 1801

Available in two styles, five sizes each, as shown. Font numbers ending in 1 are Cheltenham Bold Condensed figures, those ending in 2 are Cheltenham Bold. Fonts contain date logotypes, days of the week logotypes and blanks 4, 8, 10 and 12 pt. fonts include sufficient type to set two months, 18 pt. fonts will set one month. Matching type sets of names of months etc., may be purchased in separate fonts of Cheltenham Bold or Bold Condensed.

Miniature Perpetual Calendar Logotypes • Complete font \$11.40

HOW THESE LABOR-SAVING LOGOTYPES ARE USED

A font of ATF Miniature Perpetual Calendar Logotypes contains logotypes in which each month in the year and one-letter abbreviations of the days of the week are cast in a single unit measuring 42x12 points. Figure logotypes are included for 28, 29, 30 and 31 day months beginning on each day of the week. Six-line figure logotypes are cast in units measuring 42x24 points while free-line units measure 42x20 points. Dotted blanks, cast on a unit 42x24 points, make it easy to even up the number of lines whenever necessary. To facilitate the composition of vertical calendars, each font includes logotypes in which three-letter abbreviations of the days of the week are cast in a unit measuring 42x12 points, three-letter abbreviations of the months on 10x24 point logotypes and single figures are provided for setting the years.

Each font contains sufficient material to set two full years in either of the styles shown.

JANUARY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FEBRUARY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

MARCH

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

APRIL

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

SMITH'S DELICATESSEN Calendar for 1958

JANUARY	FEBRUARY	MARCH	APRIL
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
MAY	JUNE	JULY	AUGUST
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

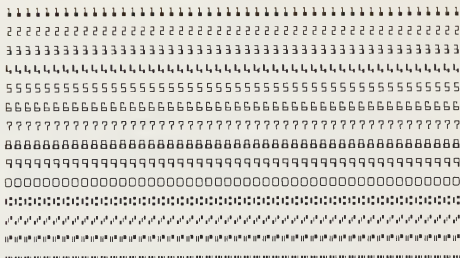
TEXAS TRUST COMPANY

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

E-13B Type Kit

Complete font
... \$16.50

Separate sorts
packages \$3.00



ATF E-13B foundry type is precision cast on a 10 pt. body, 9 pt. set and meets all official specifications. A standard font of ATF E-13B type is made up of 15 separate packages: one package of each of the 10 numeric figures; the 4 symbols and the special 9 pt. set spaces. There are 4 six-inch lines in a package. Priced for non-distribution. Individual packages are available. Specify .010 or .011 basis (Letterpress or Offset).

Typeset Colorets

Figure under unit shows how many a font contains

6 pt. . . . \$2.30
12 pt. . . . \$2.65
18 pt. . . . \$2.60
24 pt. . . . \$3.00
36 pt. . . . \$2.75



Adstyle Figures

Small figure shows how many a font contains



Quillscript Flowers

Small figure shows how many a font contains



Penline Flourishes Small figure shows how many a font contains



Bodonian Book Dashes Complete font shown



Position Indicators Complete font shown



Leaders

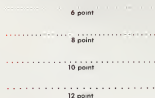
6 pt. 40—6" lines
\$20.65

8 pt. 30—6" lines
\$16.25

10 pt. 24—6" lines
\$14.05

12 pt. 20—6" lines
\$12.70

Series 542 — Two Dots to the Em



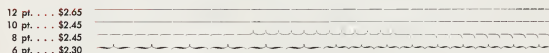
Series 545 — Hyphen Face



Centerface Typecast Dots Complete 12 pt. font shown (Same size face on all body sizes)



Braces and Dashes Complete 12 pt. font shown



Algebraic Signs Complete 10 pt. font shown

10 pt. . . . \$2.45
 12 pt. . . . \$2.65

Arithmetical Signs Complete 10 pt. font shown

10 pt. . . . \$2.45
 12 pt. . . . \$2.65

Astronomical Signs Complete fonts shown

12 pt. No. 1203
 \$2.65

24 pt. . . . \$2.20

Conventional Symbols Complete 12 pt. font shown

12 pt. . . . \$2.65
 10 pt. . . . \$2.45
 8 pt. . . . \$2.45
 6 pt. . . . \$2.30

Miscellaneous Signs Complete font shown

6 pt. . . . \$2.30

Franklin Gothic Cent Marks

¢ 14 pt. . . \$1.05
 ¢ 18 pt. . . \$1.10
 ¢ 24 pt. . . \$1.20
 ¢ 30 pt. . . \$1.45
 ¢ 36 pt. . . \$1.60
 ¢ 48 pt. . . \$1.95
 ¢ 60 pt. . . \$2.25
 ¢ 72 pt. . . \$2.45

Century Oldstyle Fractions Complete 12 pt. font shown

18 pt. . .	\$1.95
14 pt. . .	\$1.80
12 pt. . .	\$1.60
10 pt. . .	\$1.55
8 pt. . .	\$1.55
6 pt. . .	\$1.45

Piece Fractions

[illegible]

Piece Accents

6 pt. . . . \$2.30 (2 pt. set) 6 pt. body, 2 pt. set 12 pt. . . . \$2.65 (4 pt. set) 12 pt. body, 4 pt. set

6 pt. bold \$2.30 6 pt. bold 12 pt. bold \$2.65 12 pt. bold

Reference Marks Complete 10 pt. font shown

10 pt. . . .	\$2.45
8 pt. . . .	\$2.45
6 pt. . . .	\$2.30

Side Sorts Complete 10 pt, font shown

12 pt. . . .	\$2.65		
10 pt. . . .	\$2.45		
8 pt. . . .	\$2.45		
6 pt. . . .	\$2.30		

Metal Braces Complete font shown

6 pt. . . . \$2.30

Shaded Stars

Figure under *star* shows how many a font contains

12 pt. . . . \$2.65	30 pt. . . . \$2.45
18 pt. . . . \$2.60	36 pt. . . . \$2.75
24 pt. . . . \$3.00	48 pt. . . . \$1.95

12 point  $\frac{1}{144}$ 18 point  $\frac{1}{72}$ 24 point  $\frac{1}{54}$

30 point  $\frac{1}{28}$ 36 point  $\frac{1}{24}$ 48 point  $\frac{1}{9}$

ATF Handypacks

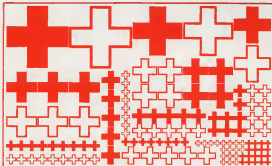
\$4.15 EACH

Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices.

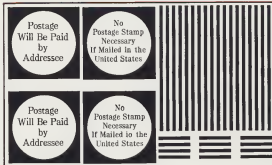
No art work, no plates—they're as easy to use as a piece of ATF type.



1 Telephones



6 Geneva Crosses



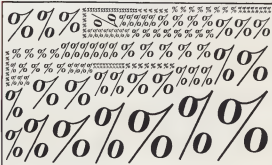
7 Business Reply Logotypes



39 Stars



40 Cheltenham Bold Percent Marks, em and en set



41 New Caslon Percent Marks, wide and narrow



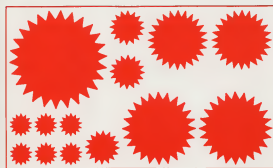
42 Gothic Percent Marks, wide and narrow



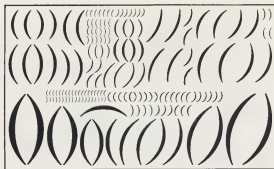
43 Fists



44 Medical Signs



45 Slocum Seals



46 Parentheses for light thick-and-thin types



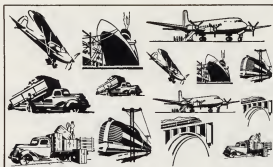
47 Parentheses for bold thick-and-thin types



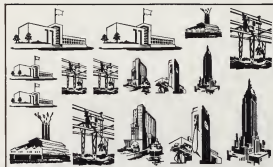
48 Parentheses for light types of medium contrast



52 Transportation Typecuts



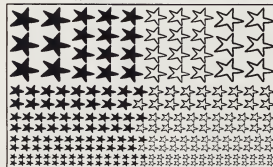
53 Transportation Typecuts



54 Industrial Typecuts



55 Industrial Typecuts



59 Modernistic Stars



60 Christmas Bells, one- and two-color



61 Poinsettias, two-color



63 Holly Border, two-color



69 Bradley Decorators



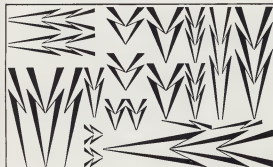
70 Chapbook Pointers



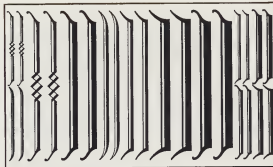
73 Civilite Ornaments



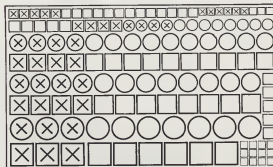
74 Tapered Corners



75 Lightning Flashes



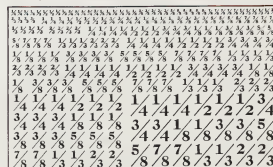
76 Advertising Brackets



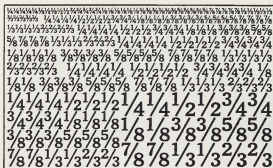
79 Ballot Signs



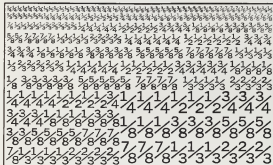
80 Republican and Democratic Party Emblems



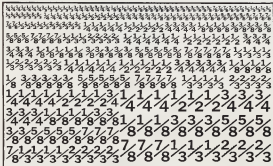
84 New Caslon Fractions, wide



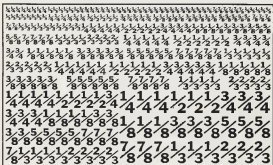
86 Cheltenham Bold Fractions



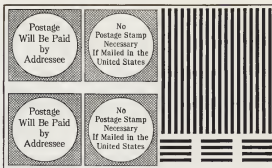
88 New Gothic Fractions, light



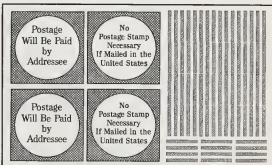
90 New Gothic Fractions, medium



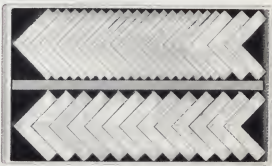
92 New Gothic Fractions, heavy



97 Business Reply Logotypes



97B Business Reply Logotypes, Shaded



103 Corner Quads



104 Angular Quads



107 Orphic Spots



112 Masonic Emblems



113 Masonic Emblems



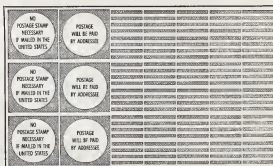
114 Fraternal Emblems



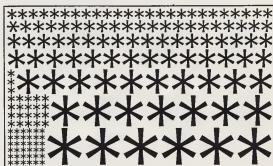
115 Fraternal Emblems



116 Decorative Wreaths



119 Business Reply Logotypes, 48 Point, Shaded



120 Modern Asterisks

Cloister Initials



72 point



60 point



48 point



36 point



Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.
Fonts contain tint blocks for background color.

Prices per font: 36 pt. one color \$5.20
36 pt. tint letter \$5.20

48 pt. one color \$ 7.40
60 pt. one color \$14.35
72 pt. one color \$21.90

Stationers Initials



Prices per font:

24 pt. one color or tint \$3.60
36 pt. one color or tint \$5.20
48 pt. one color or tint \$7.40

24 point



48 point



36 point



Sold only in fonts containing one of each letter

Dutch Initials



Hollywood Combination Initials

Outline Characters



Tint Characters



Fonts contain three characters of every letter in the alphabet and an Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc, and Mac (cast 12 point set), all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font: Outline \$12.25
Tint . . . \$12.25



Diamond Combination Monograms

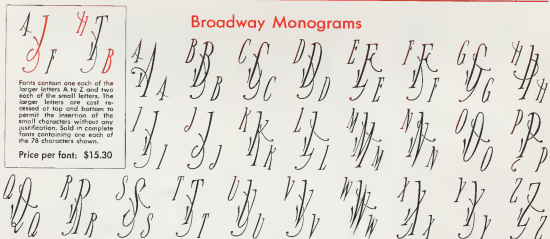


Prices per font: 36 pt. \$5.45 48 pt. \$6.55 60 pt. \$8.25

Elite Monograms



Broadway Monograms



Fifth Avenue Monograms and Frames



Fonts of initials contain three of each letter cast on 54 point body, and three of each letter cast on 24 point body. The M and W are 8 points wide; all other characters are 6 points wide. Sold in fonts containing 136 characters.

Frames are cast on 72 point body in two married pieces. The seven widths accommodate any two- or three-letter combination. Sold in fonts containing one pair of each of the 7 styles shown at right.



12 point
marlise



14 point
marlise



16 point
marlise



18 point
marlise



20 point
marlise



22 point
marlise



24 point
marlise

Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cast on 36 point body, 12 point set, except the I (9 point) and M and W (18 point). All cast to register for two color printing.



Outline Characters



Tint Characters



Price per font: 36 pt. outline or tint \$5.45

60 point



48 point



36 point



Outline Characters



60 point



48 point



36 point



Tint Characters



Sold in fonts containing the entire 81 outline or tint characters shown.



Prices per font:

36 pt. outline or tint \$5.45

48 pt. outline or tint \$6.55

60 pt. outline or tint \$8.25

Virkotype Frames

60 point



48 point



36 point



STYLES



No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

No. 7

No. 8



Prices per font of Frames:

36 pt. \$9.75; 48 pt. \$10.20; 60 pt. \$10.45

60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. All three series of Frames are cast on 72 point body and are marked to accommodate any three-letter combination. Sold in sets of eight styles as shown.



USES



Virkotype Tint Blocks

36 point



48 point



60 point



STYLES AND USES



No. 5

No. 4

No. 3

No. 2

60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Blocks are available in the four styles shown for two-, three-, four-, or five-letter monograms.

Prices per font of Tint Blocks:

36 pt. \$2.50; 48 pt. \$3.10; 60 pt. \$4.00

Creative Help

for layout artists
and type
specifiers

ATF Alphabets

let you trace characters
exactly as they will
appear when set in type

ATF Alphabets are more than type specimen sheets — they are sturdy tracing cards which show complete alphabet characters for all the popular ATF display types, in sizes from 12 to 72 point.

About 75 of the most popular type faces are included in a set — more than 125 cards per box. They permit the layout artist to present display lines exactly as they will appear in type, and are a guide to the type specifier in determining sizes of type and proper spacing and leading.

Each card shows complete upper and lower case alphabets, including figures and punctuation marks. The position of the characters on the body of the type is shown, to help determine proper spacing between lines. Lower case alphabet lengths and character counts per pica are given for all sizes up to 36 point.



The cards are printed both sides on durable bristol, and are round cornered to permit easy insertion under layout tissue for tracing. An attractive wooden box with hinged top holds the complete set.

All cards are numbered, to help you keep them in proper order; and an Index Card is included with each set.

When you purchase a set of ATF Alphabets, your name and address are recorded. As new cards are developed to show new faces, they are sent to you automatically and without extra charge. The Index is also revised periodically.

Price: \$7.50 per set



Order your ATF Alphabets from your Authorized ATF Type Dealer or from the Advertising Department, American Type Foundry, 200 Elmora Ave., Elizabeth, N. J.

ATF Adcuts and Logotypes

Print Better—Last Longer—Cost Less—THAN ELECTROS

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any

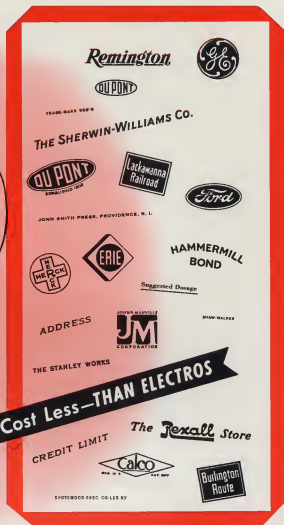
time from the same matrices, at *less than the cost of electrotypes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders



200 ELMORA AVENUE, ELIZABETH, NEW JERSEY





AMERICAN
TYPE FOUNDERS

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